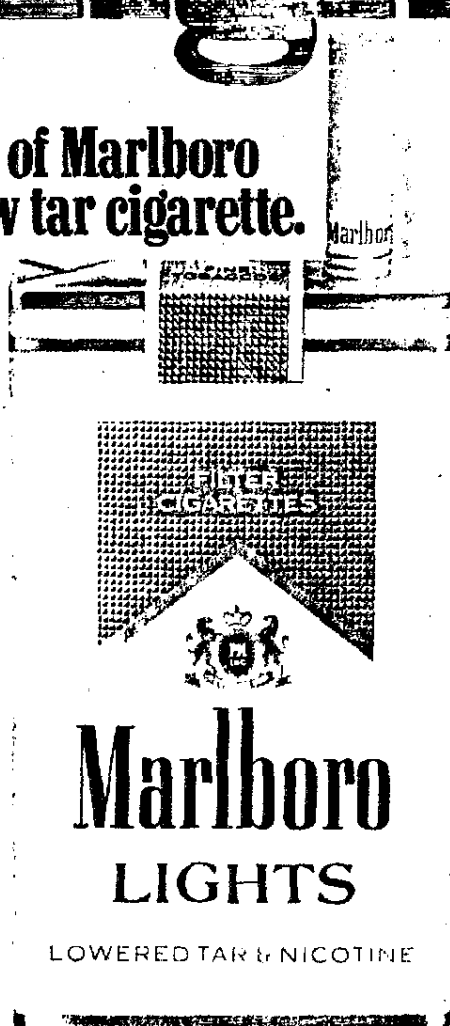


Marlboro Lights

The spirit of Marlboro
in a low tar cigarette.



Lighter in taste. Lower in tar.
And still offers up the same quality
that has made Marlboro famous.



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13 mg. "tar," 0.8 mg. nicotine av. per cigarette, FTC Report Dec. '76

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.